

2,000,000 NEW CARS IN 1920 REASONABLE

Will Just Meet Normal Demand, Says Holmes Officer.

"Two million automobiles to be built by American manufacturers in 1920 need not be looked upon as a mad rush into overproduction," says C. H. Rockwell, vice-president and sales manager of the Holmes Automobile Company.

"The fact is that this number may reasonably be looked upon as necessary to fill the normal demand for cars, without necessity for forcing any unnatural demand."

"During the last two years new cars have not been produced in anywhere near the quantity necessary to take care of the normal demand."

"Factories have been steadily over-sold and dealers have consistently reported a condition existing in which there were from three to eight or ten calls for each new car delivered to the dealer."

"The condition of the used car market is the best indication of the universal truth of this statement. Look it over and you will find many cars that are two or three years old, with several thousands of miles piled up on the speedometers, are finding a ready sale at a price so close to the original list price that the depreciation, at least so far as sales value is concerned, is zero."

"Necessary curtailment in production, brought about first by war conditions and, following the removal of war restrictions, by industrial conditions, has kept new cars out of the hands of buyers in the natural course of events might normally be expected to change their old cars."

"A few years ago when it looked as though production of motor cars had caught up with the normal demand the manufacturers grasped upon a new idea. They ceased talking of their products as pleasure cars and started calling them passenger vehicles."

"The result is well remembered. Manufacturers suddenly found a new buying force that made the feared overproduction a thing of the past."

"The change in name from pleasure cars to passenger cars had brought with it an inclination to take the manufacturer at his word and try the automobile as a business convenience."

"The result is plainly seen in every large city the housing problem in the suburbs easily accessible from the city by good motoring roads is a serious one. Much of this condition is due to the motor car, as is evidenced by new garages going up back of old houses as the commuter becomes a motorist, using his car to take him to his business."

"A visit to outlying manufacturing districts shows regular accommodations for the cars that bring men to the plants on business call."

"The development of the new idea in regard to the use of a car came as a result of the curtailment of production that the demand for cars had to be met by used cars in thousands upon thousands of instances."

"These buyers of used cars want new cars. They want them because of the natural expectation of better service. They want them because of the added prestige of a better appearing car."

"Here is a source of immediate demand for a large percentage of the big production which must come."

"Then there are the other and older reasons why huge production will be necessary. Many old cars are wearing out after ten years of hard usage. These cars must be replaced, for the

He Knocks 'Em Out



FREDERICK DICKINSON.

When he is not directing the advertising of the Hupp Motor Car Corporation or boosting sales as assistant sales manager, Fred Dickinson is busy knocking out the pugilistic ambitions of young Detroiters, and sometimes the youths themselves, in a private gymnasium where he dons the gloves daily.

Pointed Paragraphs on Motor Industry

HOW week-ends always marks an open season for the gathering of dealer groups in which "I remember when" and "Did you know that" begin half the conversation. Not to be outdone by these historians of the industry, C. H. Larson of the Oldsmobile company offers the following pointed paragraphs on various features of motor-dom:

Those who laugh over Cape Cod's opposition to automobiles should bear in mind that Central Park was originally closed to motor cars and that it was opened to the horseless carriage only after a bitter fight.

One of the statisticians of the industry asserts that New York State alone has more automobiles than all of Europe. Mr. Larson says that if it hasn't now it will have soon.

Farmers as a class are using only a few thousand more trucks than manufacturers, but the increase is going to get larger yearly.

Charles Goodyear, to whom the automobile is indebted as much as to any other one man, had a harder time in achieving his success than even the storied inventor of fiction. Goodyear's determination to get cured rubber for the world led to debts that caused him to serve a long jail sentence.

Iowa has more automobiles per capita than any State in the Union, and ten States together have more cars than the remaining thirty-eight. The first car ever sold (1893) was delivered on April 1, yet no one has ever dared refer to it as an April fool joke.

Many of the pioneers in the automobile industry came from the bicycle and carriage trades.

There are two and a half million miles of roads in this country, of which only one million have been improved, and most of the improvements have been directly due to the motor car. The United States still has under 50,000 miles of surfaced roads.

Another argument against the horse having a place in our economic order: One authority maintains that the animal eats 40 percent of our grain.

Man who is once a car owner usually sticks.

"Two million new cars for 1920 is only one-third of the number of cars now registered. During the last two years the renewal possible through the manufacture of new cars have been as low as one-tenth of the total number of cars in use. So the third factor for 1920 is obviously far too high."

"Spread over the years of low production the renewal possibilities, even with a production of 2,000,000 cars; figure perhaps one in eight to ten. This presumes a life of eight to ten years for all makes of cars."

"Certainly the car manufacturer can look forward to a greater renewal average than this, even without considering the sales field among men who are buying their first cars."

"In spite of the increasing foreign business," said Mr. Drake, "the demand is still gaining in its long lead over supply. I believe it would be rash, indeed, to venture an estimate of the number of cars that if available, could be disposed of immediately, for at present we are the world's only appreciable source of supply for motor cars and trucks."

"Meantime the home demand also is so great that buyers could have nothing if we were not arbitrarily setting aside a certain percentage of our production for export, regardless of our unfulfilled domestic orders. We appreciate that although we do not need the foreign business now we will later, when it will be harder to get. Now is the time to establish ourselves in those markets."

"A fair amount of export trade will be most helpful to the industry when normal conditions return. It will keep our plants that have been enlarged during this peak demand working at more nearly their full capacity, which will mean economy in production and the ability to sell at a profit against keener competition. Also there will be, of course, the greater total profit on the greater volume of business. What counts most, perhaps, is that a world-wide trade feels less effect from the seasons. The year round demand is more nearly uniform and labor can be kept more constantly employed. Many other reasons might be given why it is wise for our automobile makers to go after foreign business now."

"American makers set the standard in quantity production, and now the European makers are purposing to follow suit. At first we borrowed from the foreign builders many ideas in mechanical fundamentals, then we pioneered in

standardization, and now we are matching them in workmanship and excellence of details. Better finish, more attention to completeness of equipment, more attractive body designs and enhanced comfort and convenience have brought our product on a par with the best in the world. They are now working for standardization and we are glad to have them as competitors on this basis. The former criticism that in quality the American product compared unfavorably with the European no longer applies."

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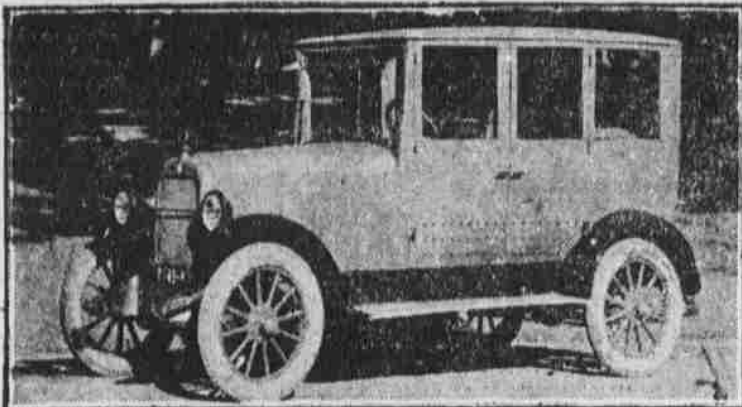
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Light but Sturdy Briscoe Sedan.



The feature of the Briscoe exhibit in the 1920 sedan, which has been awaited with a great deal of interest owing to the fact that it was expected to include many features heretofore considered exclusive to the higher priced cars.

The car itself fully lives up to its advance notices. The body, of massive straight line design, is finished in a special shade which has been christened Briscoe true blue. It is at once distinctive and restful to the eye.

The interior is upholstered in attractive mohair velvet, with the exception of the driver's seat, which is finished in leather to conserve wear. An exceptional amount of room per passenger is provided and there are four doors, each fitted with a lever operated disappearing window. A successful attempt has apparently been made to carry out the enclosed car builder's ideal—the perfect car for all seasons and all weathers.

The touring car carries out the same body lines as the sedan. An added feature in cars of this type is four

weather proof curtains opening with the doors. Another feature is the attractive instrument board, which contains, in addition to the usual switches for ignition and for operating the lights, a pressure oil gauge, a gasoline gauge and an ammeter. No glare headlight lenses are regular equipment.

There is no radical departure mechanically in the 1920 car. The efficient Briscoe unit power plant motor is used, with four point flexible suspension, and there is a three bearing, scientifically counterbalanced crankshaft of unusually heavy design, thus providing unusual pickup and get away. The drive is of the genuine Hotchkiss type, through the rear springs.

Further advances have been made in the settled Briscoe policy of eliminating weight wherever it is possible to do so without reducing strength. This has been applied especially to the reduction of weight below the springs, where it bears most heavily on tires and working parts. The frame—seven inches high—gives an impression of exceptional strength.

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EXPERTS MAKE ALL OF LEXINGTON CARS

Parent Company Outlet of Skilled Allies Producing Minute Man Six.

Ten highly organized plants, each specializing in the manufacture of automobile parts, find the union of all their skilled efforts in the Lexington factory, where, under the supervision of expert engineers, the strength and resources of this great affiliated industrial group are combined to make the finished Lexington Minute Man Six.

In these ten factories workmen skilled in the special branches that are so vital in the final result, the Lexington car, work under the direction of specialists who have spent years mastering not only problems of manufacture but of conditions developed by the actual operation of Lexington cars.

The broad policy of the parent company, the building of cars worthy of the institution which produces them, is the policy of the allied-parts making plants. The result is a closely knit, highly trained organization, each unit of which is expert in some particular part of the car. The final product of this combination is a car mechanically sound, a car the value of which is known before it goes into production, a car that is in keeping with the constant demands and improvements of the times.

Frank E. Ansted, president of the Lexington Motor Company, has not only an active financial interest in the associated parts making plants, but he is always in close personal touch with the operating details of these concerns.

The combined plants employ more than 3,500 persons, who with their families constitute what might well be termed a bustling, wide awake "Lexington city." These plants represent a total in invested capital of \$6,210,000 and cover a total floor space of 2,275,000 square feet, or practically twelve acres.

The Lexington plant proper consists of five buildings. It has splendid railroad facilities. The assembling of the various units is done in these buildings, and room has also been provided for the manufacture of small units. The plant boasts fifteen acres of ground, much of which is available for the broad expansion that Lexington popularity is making necessary.

There is the Rex Manufacturing Company, in whose plants the Rex sedan tops are manufactured. This plant is especially well equipped for painting and trimming in addition to its top business.

In the plant of the Central Manufacturing Company, the bodies are made. The metal shaping, welding, soldering and woodwork is done complete.

The fenders, hoods and other stampings are made in the plant of the Metal Auto Parts Company at Indianapolis.

The part the Indiana Lamp Company plays in the completed Lexington Minute Man Six is the production of lighting equipment.

The new two way headlamp is their latest.

And so it goes on down through the list. Machine tools alone in these plants are valued at \$1,315,000. To that must be added \$275,000 for woodworking machinery.

These plants sell to other manufacturers in large quantities, thus giving Lexington full advantage of quantity production and low costs, as shown by the fact that one finds in the medium priced Lexington improvements not purchased in even the highest priced cars.

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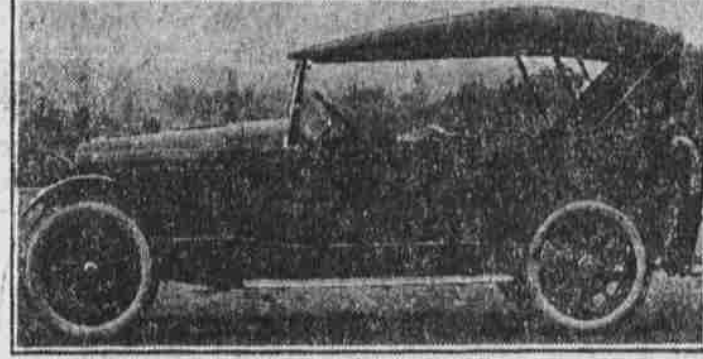
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Dorris Makes Many Friends.



The Dorris Motor Car Company of St. Louis, one of the pioneer manufacturers of the middle West, are exhibiting their passenger and commercial cars for the first time in the New York Automobile Show.

This company was established in 1905 and was the original builder of the valve in head motor and unit power plant.

The Dorris car is well known and very popular in the middle West and is making a reputation here with headquarters at the Carlton Motor Corporation, 372-374 Park Avenue.

The Dorris Company build four models—seven passenger and four passenger touring and four passenger coupe and seven passenger sedan. They also build a two and three and a half ton truck.

The attractive Dorris line of passenger cars is being shown at the Palace in space C-5, and the truck exhibit is at the Tenth Coast Artillery Armory in space J-1.

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